MEAN GIRLS™

STYLE GUIDE

MEAN GIRLS

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OVERVIEW:

"That's SO Fetch!"

The Plastics are going platinum as Paramount celebrates 20 years of *Mean Girls.* Since its release in 2004, the iconic quotes and love-to-hate-them characters of this groundbreaking high-school comedy have become pop culture juggernauts, ruling the school halls and the social media feeds. And with this new milestone, *Mean Girls* officially joins the likes of *Clueless* and *Sixteen Candles*, solidifying its place in the teen-comedy queendom, and proving that it isn't like a regular high school coming-of-age story, it's a cool high school coming-of-age story.

DEMO:

Teens and adults

COMPETITIVE CP SET:

Clueless, Legally Blonde, Bring it On, Breakfast Club, Sixteen Candles, Ferris Bueller's Day Off, Napoleon Dynamite

CREATIVE ESSENCE:

For the purposes of Product Development, the essence of Mean Girls is:

- **The love-to-hate appeal of the "in crowd"**
- **High-school cliques (nerds, jocks and emo kids)**
- **Iconic quotes and moments**

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I wish we could all get along like we used to in middle school... I wish I could bake a cake filled with rainbows and smiles and everyone would eat and be happy

That's why her hair is so big, it's full of secrets

There's a 30% chance that it's already raining

I'm a mouse, duh

You're a regulation hottie

Don't let the haters stop you from doing your thang

A little bit dramatic

She doesn't even go here

I mean, that's just, like, the rules of feminism

I'm on an all-carb diet

I want my pink shirt back!

I saw Cady Heron wearing army pants and flip flops, so I bought army pants and flip flops.

You go Glen Coco! / Four for you, Glen Coco.

So you agree? You think you're really pretty?

North Shore High School

On Wednesdays we wear pink

Fetch / That's so fetch / Stop trying to make Fetch happen

Personally victimized by Regina George

Whatever, I'm getting cheese fries

I'm not a regular mom. I'm a cool mom.

I'm sorry that people are so jealous of me, but I can't help it that I'm popular.

Grool

Get in loser, we're going shopping

You can't sit with us

It's October 3rd / And on October 3rd, he asked me what day it was

She's a life ruiner. She ruins people's lives.

Is butter a carb?

Kälteen Bar

Burn Book

Queen Bee

Plastics

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COLOR PALETTE

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C:52 M:77 Y:00 K:00

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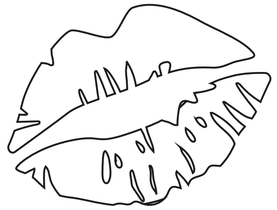

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MEANGIRLS

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Kälteen

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PARA_MG_KA_001

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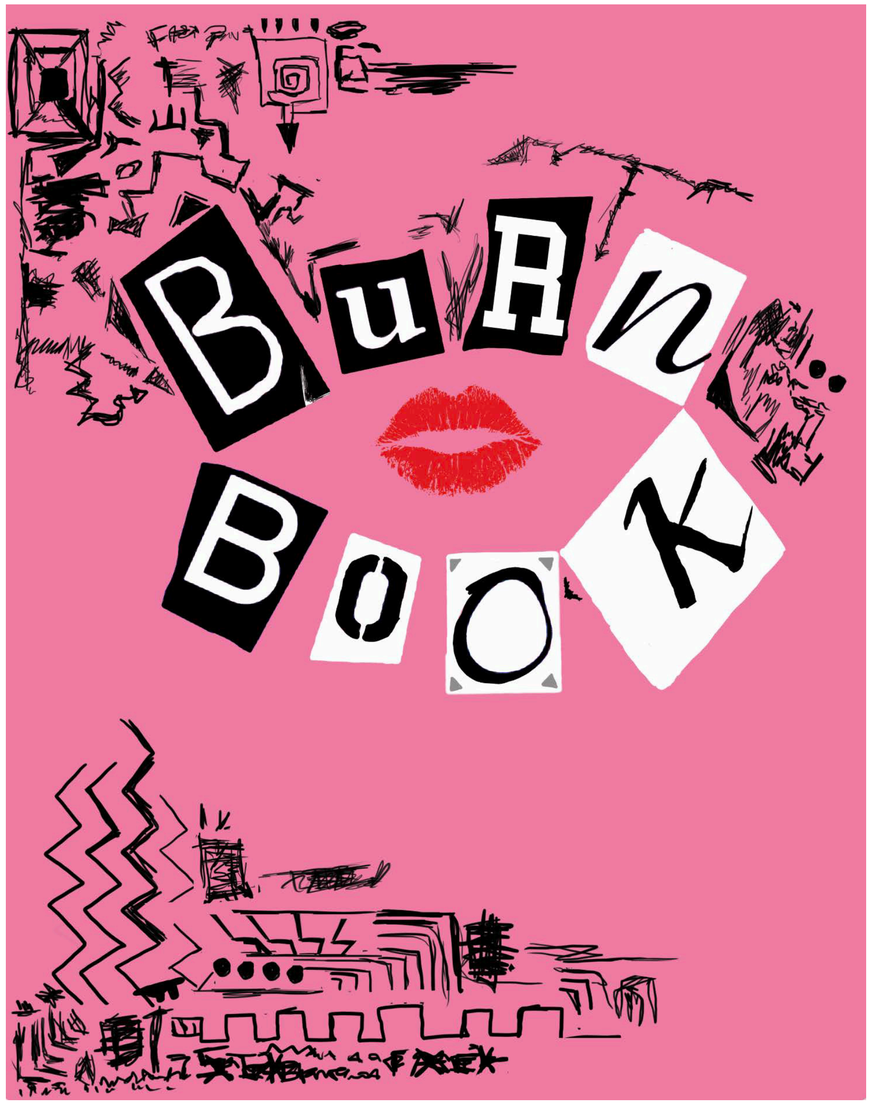

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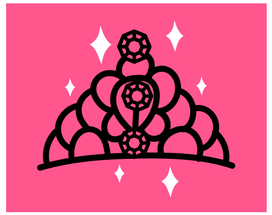

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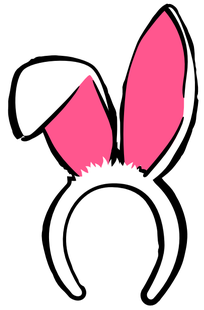

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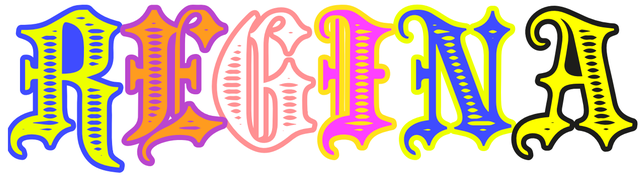

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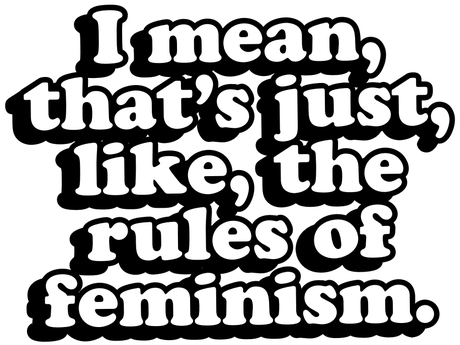

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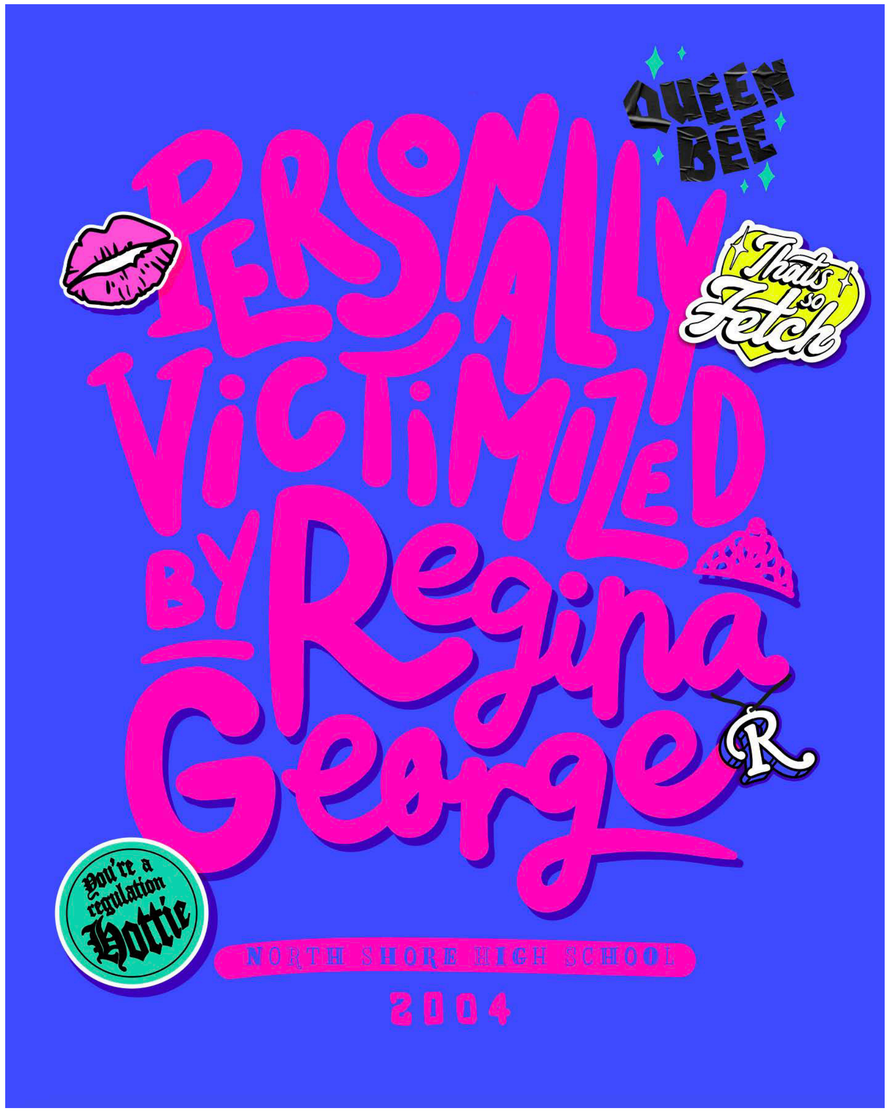

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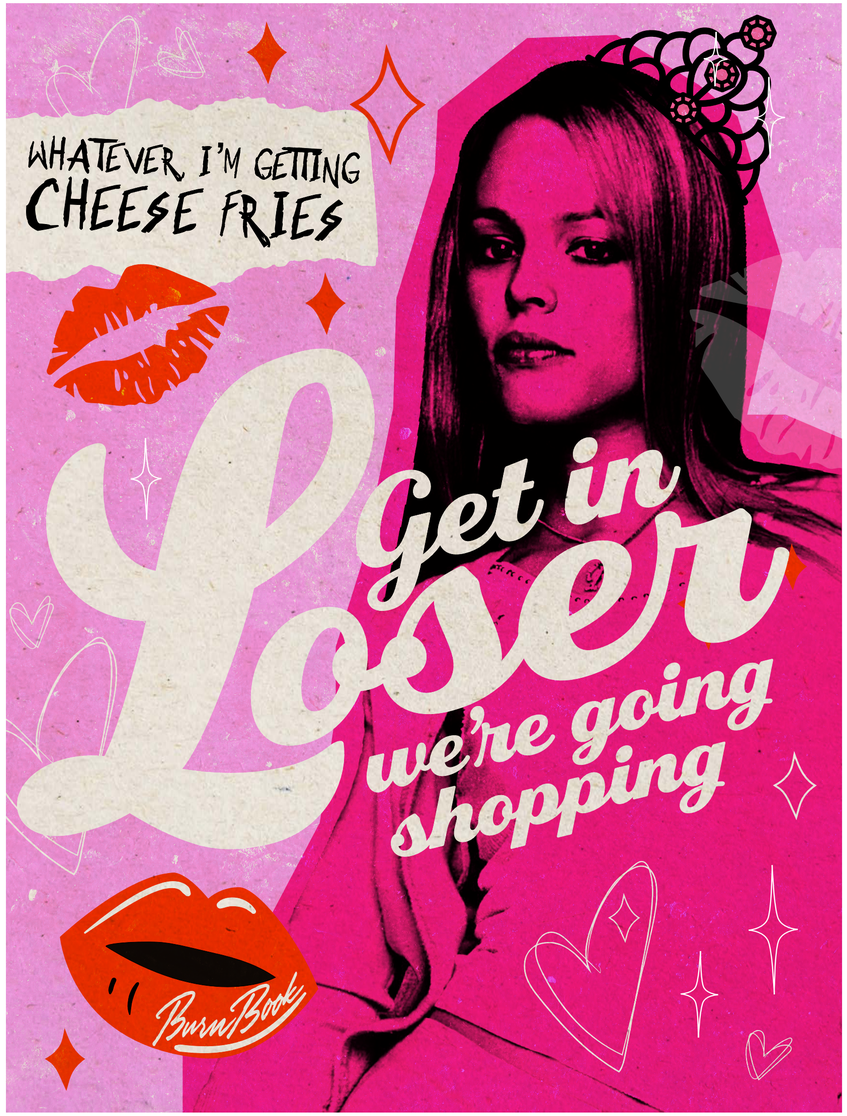

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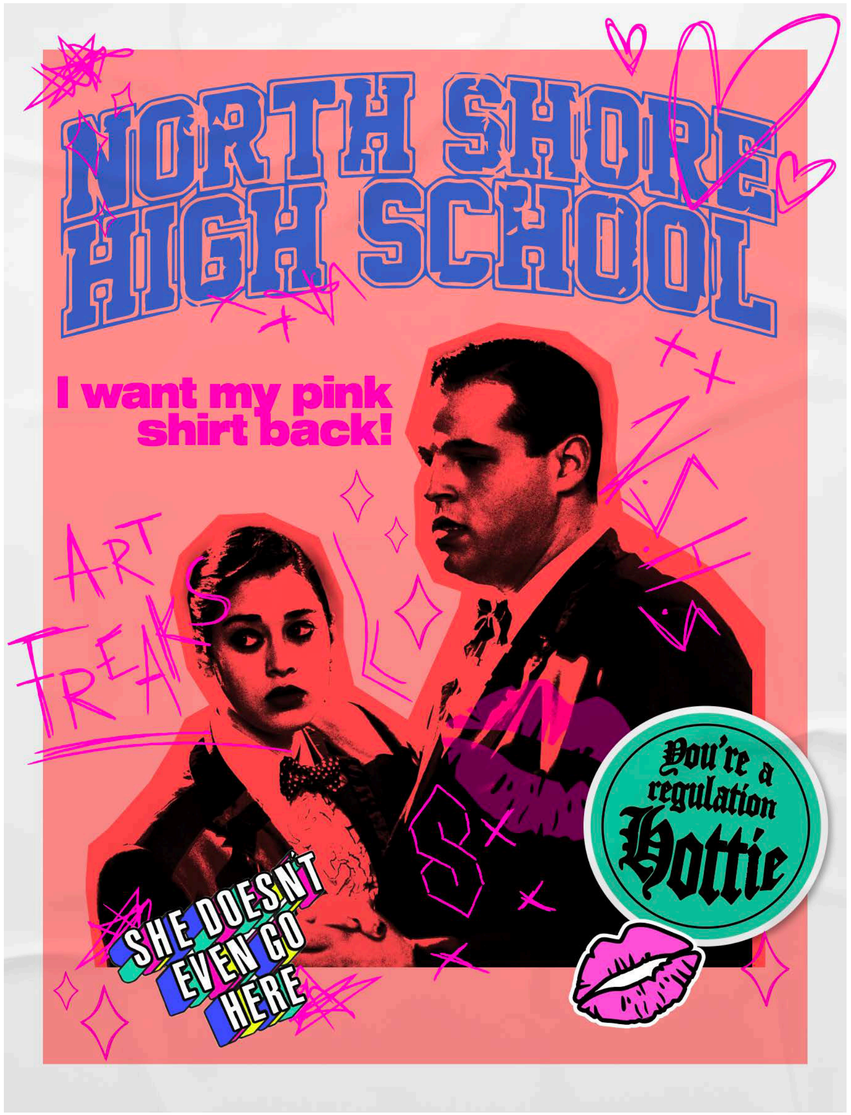

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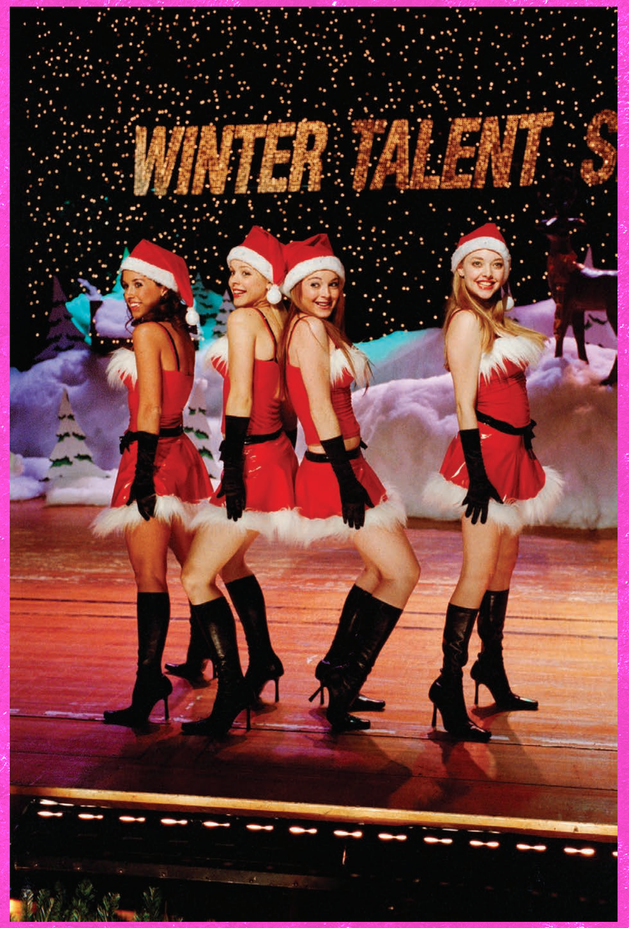

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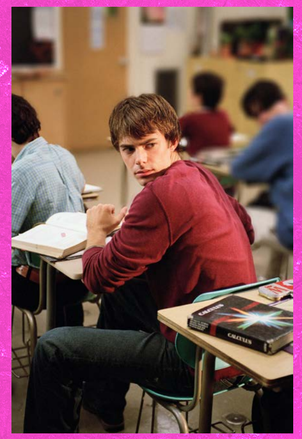

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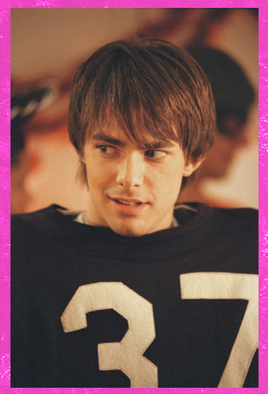

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